

Appl. No. : 09/715,850
Filed : November 17, 2000

REMARKS

By the foregoing amendments, Applicants have canceled Claims 1-3, 5, 13, 15, 18, 19 and 23-31, have amended a number of the existing claims, and have added Claims 32-46. Although Applicants have not added the particular claim proposed during the telephone interview, the newly added independent claims, nos. 32 and 38, include many of the same limitations as the proposed claim discussed during the interview.

In view of the amendments made herein, Applicants submit that each of the pending independent claims is patentably distinct from the Amazon.com, PlanetAll and Delphi.com references cited by the Examiner (collectively "the applied references").

For example, with respect to independent Claim 4, the applied references do not disclose or suggest "receiving over a network an authorization by the first customer for at least a second customer to view information on at least a portion of the first customer's purchases, said information identifying at least a first item as having been purchased by the first customer, and including the first customer's review of the first item." In addition, the applied references do not disclose or suggest "receiving over the network a selection made by the first customer of which of a plurality of items purchased by the first customer are to be identified to the second customer as having been purchased by the first customer."

With respect to independent Claim 32, the applied references do not disclose or suggest "transmitting at least one electronic form to a computing device for display to a first user, the at least one electronic form identifying a plurality of items ordered by the first user from an electronic catalog, as determined from a transaction record of the first user, and providing functionality for the first user to select, on an item-by-item basis, which of the items to expose to a private group of users as having been ordered by the first user, said private group being definable by the first user." In addition, the applied references do not disclose or suggest "receiving, over the network, email addresses supplied by the first user of other users designated by the first user to be included in said private group," and "in response to receiving the email addresses supplied by the first user, automatically sending email messages to each of said other users designated by the first user to be included in the private group, said email messages inviting respective email recipients to access private information associated with the first user, and including a link to a web site on which said private information may be accessed."

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With respect to independent Claim 38, the applied references do not disclose or suggest "in response to receiving the email address of the second user, automatically sending an email message to the second user, said email message inviting the second user to access private information associated with the first user via the web site, and including a link for accessing the web site" in the context of the other claim limitations.

The foregoing are merely examples of limitations that are not disclosed or suggested by the applied references. Other distinctions are recited throughout the independent and dependent claims.

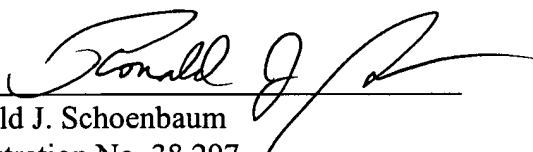
In view of the foregoing, Applicants submit that the claims are patentable over the art of record, and request that the obviousness rejection be withdrawn.

If any issues remain following reconsideration of this application, the Examiner is invited to call the undersigned attorney of record at the number listed below.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

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